



Board of Directors Meeting - MINUTES

Wednesday, April 21st, 2021

Hybrid Format: In-person at Sooner Bowling Center and virtually via Zoom

Board Attendance

(A) Kyle Allison, Andy Alligators	(A) Tarasina Compagni, Benvenuti's
(P) Drew Gaschler, OU Athletics	(P) Steve Gillis, NYSA
(P) Angelia Green, The Chickasaw Nation	(P) Helen Green, OU Public Affairs*
(P) Lee Hall, City Council	(P) Jerry M. Hatter, Balfour of Norman
(P) Mandy Haws, Sooner Bowling	(A) Brenda Hall, City of Norman
(P) James Howard, Baked Bear	(P) Scott Kovalick, Embassy Hotel
(A) (no appointee), Norman Public Schools	(A) Scott Martin, Chamber of Commerce
(P) Bree Montoya, Norman Arts Council	(P) Amish Zaver, Comfort Inn
(P) Emily Chancellor, Hal Smith RG	(A) Amber Beutler, NCED

Call to order

Amish Zaver, board executive, brought meeting to order at 11:37 a.m.

Minutes

Amish presented March's meeting minutes. Green moved to approve; Gillis made the second and the motion carried.

Finance report

Howard presented the financials to the board and provided an overview of the Statement of Activities. He made note of the following:

- Overall, Visit Norman is currently operating under budget.
- Long term liabilities PPP forgiveness application was turned in yesterday, Schemm added that the banker said to consider it forgiven, and that 68k can come off the books.

Financials were in draft form, so the board elected to approve them next month.

PPP update

Schemm explained that he recently applied for a 2nd draw of the PPP money through Armstrong Bank. Stay tuned for follow up in the coming months.

FY22 Budget Update

Schemm reported that the expected total budget for FY22 is approximately \$631,200. He explained that, due to Covid, VisitNorman will take on a refreshed approach to sales and marketing efforts this year by focusing on leisure travel, youth sports and more regional (versus business) groups and associations. The budget has been submitted to council and will need to approve before end of June.

Norman Forward/Sports Commission update

Schemm said feedback from the hotels has been collectively positive. Draft copies along with the plan/petition have been submitted to the city attorney who has a few notes, one being the 30-year term, she wanted us to look at a 10-year term, we would prefer a 30-year term, but if we need to have a 10 year or 20-year benchmark to show our progress we are not opposed. The goal is for the Commission to be officially implemented and starting collection of funds by September 1, 2021.

The next step in the process is the review and final approval of the agreement by the City Attorney. Then to collect signatures from hotel owners.

Board Reports

Schemm presented the report to council. The data clearly illustrated the detrimental effect that Covid had on the Hospitality Industry in Norman and the rest of the world.

Adjournment

Motion to adjourn provided by Zaver and seconded by Gillis; all in favor. 12:03pm

Next Meeting: May 19th, 2021